

# RAILWAY TO RECOVERY

THE FUTURE OF BUSINESS TRAVEL



Summer 2022

**LNER**  
LONDON NORTH EASTERN RAILWAY

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# View from the platform

LNER has consistently led the rail industry in recovering from the impacts of Covid-19 and its associated restrictions.

As we have adapted and re-built, we have engaged in extensive discussions about the future of travel, particularly business travel. This is an incredibly important area for us. We have worked hard to build a strong relationship with the business community, with our efforts recognised by various external organisations, including the readers of Business Traveller magazine who voted us the best UK domestic train company for the second year in the row.

Indeed, those that travel with us understand the value of their journey, choosing to travel by rail because of the ability to work onboard, recognising that time travelling by rail is time well spent, not time wasted.

However, business travel is currently around half of what it was. This is a shared challenge, given that rail represents the artery of commerce in

the UK; the economy's sustainable spine running from Aberdeen and Inverness, through to Edinburgh and Glasgow and then south of the border to Newcastle, Leeds and London.

Drawing upon our experience as leaders in long distance domestic business travel and in partnership with industry experts Nina&Pinta and Thread and Bloom, we have analysed existing research, conducted in-depth interviews with travel buyers and undertaken new research with frequent business travellers to answer the key question of what the future of business travel looks like.

What is clear to us at LNER is that the customer is the centre of everything, and if we can all better understand the needs, challenges and ambitions of UK businesses, we all can thrive.

Therefore, on the basis of this research, we are making four new pledges to place the needs of the business traveller at the heart of our rail network, and we also have three key asks of our fellow businesses to place rail travel at the heart of their travel plans.

These pledges and asks are about Thinking Rail as we respond to the changing needs of our society, particularly those of hybrid workers, enhancing the ability of our customers to work on the move and make their journey as valuable as the reason why they are travelling.

We look forward to working with you and seeing you onboard.



**David Horne**  
LNER Managing Director



# The future of business travel

Nina&Pinta and Thread and Bloom have together undertaken research to better understand the needs of business travellers and how business travel is changing, to inform conversations about Environmental, Social, and Governance.

The basis of this research has been in-depth conversations with frequent consumers, or purchasers of business travel. They include CEOs of SMEs and Travel Management Companies (TMCs) as well as employees from a wide variety of small and large businesses.

Conversations have brought new insights into our post-pandemic requirements and provide hope for a more sustainable future in business travel.

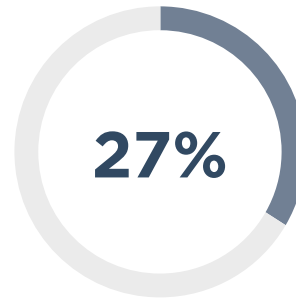


Our latest data, revealed within this white paper shows that three out of five people see business travel as essential to new business and face-to-face meetings as a means of foreshortening the deal cycle.



would prefer to take the **train** instead of a plane for safety reasons  
(Trainline, 2021)

The same data reports 89 per cent of workers are confident face-to-face meetings will become the norm again.<sup>1</sup>



say the pandemic and its side effects have motivated them to adopt more **environmentally friendly travel**  
(YouGov, 2020)

Environmental and working on the move are major reasons why business travellers prefer rail, according to recent research by YouGov. 53 per cent cited working on the move as one of the reasons why they prefer rail and 49 per cent said it was down to environmental reasons – recognising that business travel can be both productive and environmentally sustainable.<sup>2</sup>



are confident **face-to-face meetings** will become the **norm again**  
(Prospectus Global, 2022)

Those that choose other modes of transport instead prioritise other factors, and by doing so suggest they see the time spent travelling as a cost rather than an opportunity to work on the move.

<sup>1</sup> Prospectus Global, Research with LNER, January 2022

<sup>2</sup> YouGov, Research with LNER, March 2022

# The future of business travel

Businesses should also factor in the environmental impact of their travel policies. Our conversations with TMCs and Corporate Buyers, made it clear that businesses of all sizes were rewriting their travel policies with Environmental, Social and Governance at the core of their requirements.

This reinforces research previously undertaken by LNER revealing that 27 per cent of people say the pandemic and its side effects have motivated them to adopt more environmentally friendly travel.<sup>3</sup>

That being said, not all businesses consider the environmental impact of their mode of travel, instead prioritising other factors, and by doing so potentially missing the benefits of travelling by rail.

Overall, these conversations and associated research have identified five big challenges ahead, which underpin LNER's four pledges and three asks of businesses.

Business travel remains a critical and beneficial part of working life and, in many cases, provides a huge boost to productivity.

Therefore, to enable businesses to engage with prospects, existing customers and the wider supply chain, five big challenges must be addressed together.

The challenges that we have identified relate to service needs that should be addressed immediately as well as anticipating potential changes in working patterns and attitudes towards business travel.

Equally, other challenges require the wider rail industry to take a strong stance, both as a driver of economic recovery and a champion of sustainability.



<sup>3</sup> YouGov, Research with LNER, October 2020



## THE FIVE BIG CHALLENGES

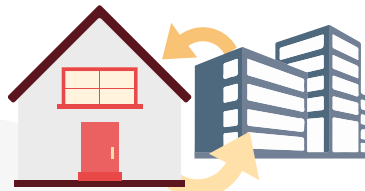
1



### OMNIPRESENCE

Dealing with the uncertainties and risks associated with a virus that could be with us for a long time. Safety has been paramount to date, but contingencies may be required.

2



### EMBRACING HYBRIDITY

We recognise that for many there will not be a full return to pre-Covid-19 patterns of work. Throughout our conversations and in this paper we explore carefully, especially with business, how the transitions from home to hybrid working will be anchored into our daily lives.

3



### RAILWAYS TO RECOVERY

As an industry, we must be a champion of the critical role that rail is playing in the UK's economic recovery. It is important to strengthen the value and connections that rail provides to cities and communities.

4



### STIMULATING BUSINESS TRAVEL

We are not content for business travel to slowly recover. It is vital we, as an industry, take action to hyper-stimulate business journeys. LNER is undertaking a major study with TMCs to provide new incentives to get businesses moving and enjoying the benefits of rail travel.

5



### CHAMPIONING THE BATTLE AGAINST EMISSIONS

During Covid-19 we experienced a cleaner and less polluted environment. Societal awareness of the need to reduce CO2 emissions has never been higher. Rail provides low emission travel for millions of people. Cars returning to our roads post Covid-19 pose a huge and harmful risk.

# Winds of change



**1**

**Dealing with the uncertainties and risks associated with a virus that could be with us for a long time. Safety has been paramount to date - but contingencies may be required.**

From the onset of the pandemic, we've witnessed a collective change in the desires, aspirations and working practices of millions of Britons.

The first Covid-19 wave brought with it restrictions on office working, a complete halt to events and the eventual banning of the majority of face-to-face meetings.

As the severity of the pandemic grew and further restrictions were placed on our lives, many people and businesses became uncertain about their economic future.

Rigorous testing and lengthy isolations further catalysed a collective shift in how we now wish to organise our working lives and interact with each other.

Today, despite the availability of vaccines and boosters and mounting confidence about returning to the office, events and conferences, worries about the spread of Covid-19 and restrictions being reintroduced have faded but continue to persist.

The promise that there will not be a need for future lockdowns does not preclude a return to stronger social distancing measures, more rigorously enforced wearing of face masks and fresh guidance concerning the place of work for many millions of workers in the UK.

The arrival of Omicron delayed and further undermined desire for a complete return to business as normal.

For some, Covid-19 has offered many new freedoms. Working remotely and the absence of commuting have fostered a growing belief that productivity at home can exceed that of in the office.

However, our latest research reveals that 46 per cent of office workers have found it difficult to maintain existing relationships and felt out of touch with colleagues.<sup>4</sup>

A YouGov survey found that 79 per cent of senior business leaders and 70 per cent of the public predicted that the number of workers returning to the office would not reach pre-pandemic levels.<sup>5</sup>

We are not so limited by the rigidity of our pre-pandemic working patterns. We have learned that meetings and team collaborations do not always require face-to-face contact.

Many now enjoy a better work life balance, spending more time with children and families. Furthermore, YouGov revealed that 56 per cent of workers thought women's careers might be boosted by home working.<sup>6</sup>



<sup>4</sup> Prospectus Global, Research with LNER, January 2022

<sup>5</sup> YouGov, Research with LNER, March 2022

<sup>6</sup> BBC, Working from home boosts career progress, say half of women, September 2021

# Winds of change

In early 2021, KPMG estimated that commuter flow for the year could be between 10-33 per cent lower than pre-Covid-19 levels.<sup>7</sup>

They themselves have introduced a “4-day fortnight” to meet their employees’ growing needs for flexibility. The demand for a blend of online and in-person working is growing.

The reasons people travel for work are evolving. There are encouraging signs of commuter flow exceeding KPMG’s expectations. However, it is a slowly evolving picture.

For rail, we expect to see a rise in off-peak business travel. With less focus on a strict 9am start, businesses will be looking for ways to reduce costs whilst still bringing people together.

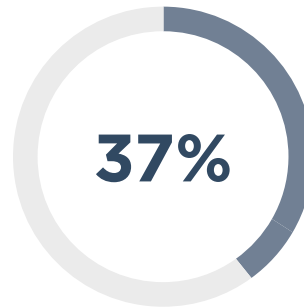
Equally, ‘social’ relationships with colleagues need to be rekindled in real time and space.

It is clear workers will be travelling with a distinct purpose, looking for rail to become an extension of their office. From working in lounges at stations, to Wi-Fi and connectivity on trains, the railway will be an essential part of the shifting working patterns post Covid-19.



For railways to sustain their vital role in the nation's approach to business travel, it will need to show that safety remains paramount and that the rail industry is constantly reviewing the precautions that it needs to take across its networks.

Nearly 60 per cent of respondents have reported a pick-up in business/trading since face-to-face interactions resumed. However, concerns about Covid-19 persist and undermine the confidence of business travellers.<sup>8</sup>



indicate that a lack of face-to-face meetings has harmed new opportunities  
(Prospectus Global, 2022)



see some office attendance as **vital** for sharing **business intelligence** and **better client servicing**  
(Prospectus Global, 2022)

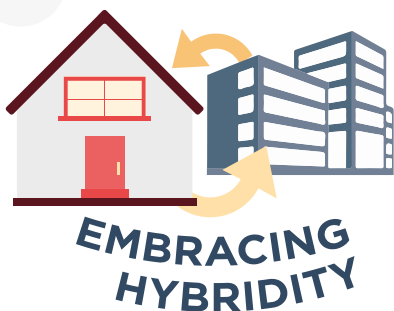
“ We must not become complacent. To provide confidence and encourage businesses to choose rail, the same energy and effort needs to be applied now, and in the future as it has been, throughout the pandemic.

Claire Ansley  
Customer Experience Director - LNER

”

# Shifting expectations and new demands

2



**We recognise that for many there will not be a full return to pre-Covid-19 patterns of work. Throughout our conversations and in this paper we explore carefully, especially with business, how the transitions from home to hybrid working will be anchored into our daily lives.**

Despite the leap forward in hybrid working patterns, our research has clearly shown that our fundamental need for in-person collaboration remains unchanged.

Although the desire for virtual working is high, there are many occasions that are best suited to a face-to-face meeting. Office workers in a poll by Prospectus Global, commissioned by LNER, expressed a desire to travel to meet colleagues and clients in Q1 of 2022.

Equally, not everyone is on board with flexible working. Thirty-eight per cent of the general public believe that staying at home will adversely affect both creativity and collaboration.<sup>10</sup>

Our latest research corroborates these findings, with nearly forty per cent of people saying face-to-face meetings must complement remote working and nearly thirty per cent believing it's impossible to work closely with colleagues without meeting in person occasionally.<sup>11</sup>

In the future, we will see businesses looking to send workers on longer trips to examine the supply chain, attend conferences and learn through in-person training. Single day trips will become less effective and more 'carbon unfriendly'.

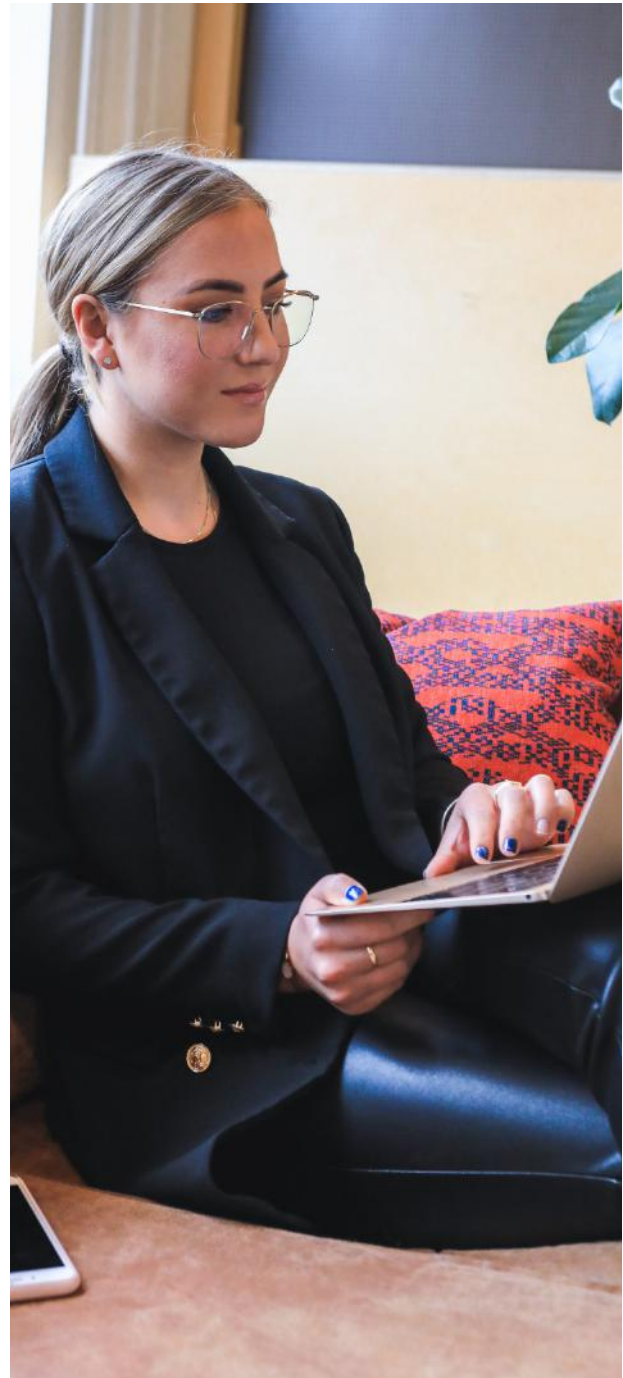
**“ We need to rediscover the accidental benefits of in person business socialisation. ”**

**Abu Siddeeq**  
Head of Customer Experience Strategy  
LNER

With longer trips, the need for peak travel will be further reduced meaning a greater need for flexible tickets, reconfigured spaces and opportunities to do business at any touch point on a journey.

Recently, University College of London Professors Joseph Devlin and Daniel Richardson looked into the post-pandemic working intentions and needs of the UK population. They conclude that:

“ Just going to work generates more diverse experiences than working from home, especially through interactions with other people. This greater novelty helps generate new memories, making each day more unique. ”



# Shifting expectations and new demands

Rail travel offers businesses the opportunity to escape the office and gather with teams in different locations.

Attending events and sharing ideas is better when it's done together in person and is an area that is bouncing back quicker than other areas of business travel.

As a result, LNER is dedicating focus and effort to support businesses in attending meetings, conferences and exhibitions. Stations can even act as outside meeting spaces for quick catch-ups, with many larger terminals offering cover with efficient ventilation.

At the same time, rail is recognised as the most sustainable way of travelling long distances, significantly ahead of air and car. If 20 per cent of rail passengers switch to their cars after Covid-19 there will be an extra 100 million tonnes of CO2 released into the atmosphere. An estimated 300 million hours will be lost due to congestion.<sup>12</sup>

This is where the benefits of rail must be championed. The value to the UK of the time saved by customers taking an LNER service, and productive time enjoyed by customers on that service, is estimated to be £610m per year.<sup>13</sup>







The post-covid hybrid workforce is here to stay and needs support in getting the most from every meeting, business interaction and events through safe, efficient rail travel. However, the exact shape that hybrid work will take in the coming months and years is not yet certain.

It is possible that early enthusiasm for working long periods of time at home may wane.

A desire for greater levels of human contact and face-to-face collaborations may continue to stimulate a return to the office, albeit underpinned by more flexible working hours.

# Returning to business travel

3



As an industry, we must be a champion of the critical role that rail is playing in the UK's economic recovery. It is important to strengthen the value and connections that rail provides to cities and communities.

Many people are already embracing rail as a means of getting back into the office.

We are seeing green shoots of recovery in business travel as companies visit suppliers and customers up and down the country. ITM's Priorities for 2022 revealed that managing a return to business travel was the top priority for bookers and travel managers.<sup>14</sup>

LNER is seeing above five per cent growth in business travel week on week and does not predict this abating in 2022.



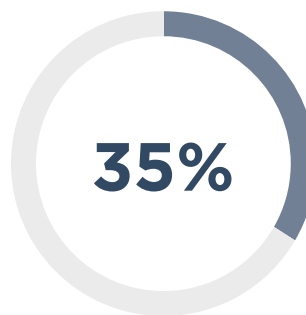
There are many important reasons why businesses and workers should consider using rail more widely to develop their companies, improve productivity and seize new opportunities as the economy ramps up.

As we transition towards living with Covid-19, many workers will be tempted to travel for business if they can see that leaving their home or office surroundings improves productivity by providing new ideas and perspectives.

Journeys by train are a real positive. Sitting in a comfortable seat with food and drink easily available, allows for taking in new scenery without being a barrier to working on the go. Thoughts of Covid-19 can ebb away. There is time to reflect and think during a seamless, contact-free and time-efficient rail journey.

When travelling as a team there are opportunities to re-establish and deepen relationships, especially important post-Covid, as well as an opportunity for the group to address existing or forthcoming challenges.

Trips and away days will continue to be great motivators for colleagues. It is therefore clear business travel has its place in our economic recovery and the re-setting of business post-pandemic.



believe that working from home remains **the greatest impediment to new business**

(Prospectus Global, 2022)



**reported new business opportunities are up since some form of return to the office**

(Prospectus Global, 2022)



believe they are more likely to land a point during **face-to-face meetings**

(Prospectus Global, 2022)

# Returning to business travel

“ You can meet virtually but there are some things which just cannot be seen or done without being there in person. ”

Alan Pattison  
J Murphy & Sons



An early sign of economic recovery is the plethora of trade shows and conferences that are taking place.

A well-timed journey to a major centre can provide opportunities to make new contacts, network and pick-up trends and intelligence.

LNER has exhibited at a wide range of trade shows since September 2021, leading to more than ten new contract discussions, picking up awards in person for Travel Partner of the Year at the Business Travel Awards and being shortlisted in two other industry awards. The enthusiasm for business travel is clear in every room, but reassurance is still needed.

We do expect businesses to be more selective about the journeys they make. This means that the need for more flexible tickets is going to rise. Equally, it is important to understand that many business travellers now wish to add staycations to their plans.



#### **Business Travel Case Studies:**

Scan the QR code to hear from three business travellers about why they choose rail and are pleased to be meeting face to face once again.

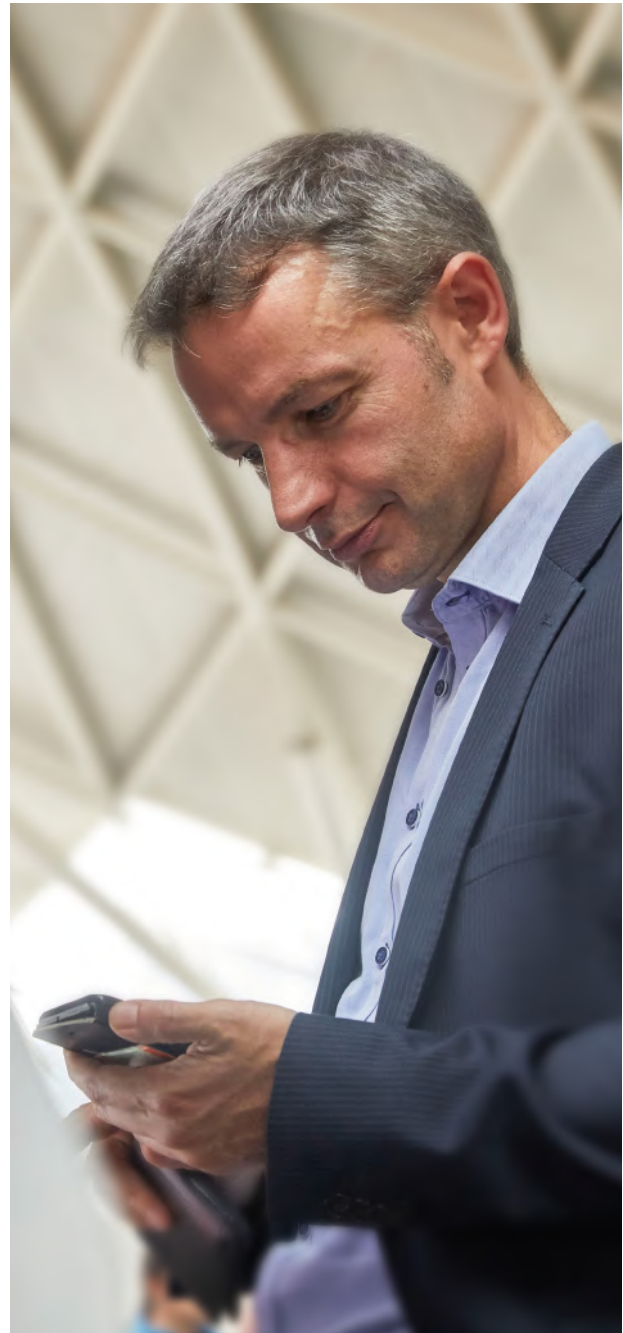
We anticipate the lengthening of business-led trips in 2022 and that spending will exceed pre-pandemic levels, with combined business and leisure stays.

To facilitate the changing needs of the business traveller, we will work with Travel Management Companies (TMCs), support SMEs and make it easier for people to use our digital retail channels. Our approach will be one of collaboration with our partners to ensure we're evolving to meet the new business market-place demands.

Pre-pandemic total spending around rail journeys (excluding fares) was £133 billion per year with the average passenger spending £94 per trip on extras such as food, drink and hotels.

These ancillary spends, are higher when associated with business travel and will be a key driver towards economic recovery throughout 2022.<sup>15</sup>

This is good news for the tourism and hospitality industry at every point on the supply chain - especially for rail operators.



# Railways as an economic catalyst



**We are not content for business travel to slowly recover. It is vital we, as an industry, take action to hyper-stimulate business journeys. LNER is undertaking a major study with TMCs to provide new incentives to get businesses moving and enjoying the benefits of rail travel.**

We know that the core to increased economic activity is the free and easy movement of people.

Underpinning this is the UK's transport network, with rail services playing a vital role in recovery.

Increasingly, people are opting to take multi-modal journeys, incorporating walking, cycling, buses and rail as they look to make sustainable travel choices. Rail, as an essential component, must continue to rebuild traveller confidence at all points on the business traveller's journey.

Many railway companies, including LNER, played a central role in ensuring key workers were able to get to the right places at the right times during the strictest months of lockdown, and are now faced with a new responsibility.

As the UK Government focuses on levelling-up across the UK, rail must help businesses build on the current green shoots of increased business travel. This is vital for their livelihoods, but also for regions across the UK.

LNER will continue to play an important part in the UK recovery, connecting cities and communities across their route. They have implemented a number of improvements to better the customer experience.

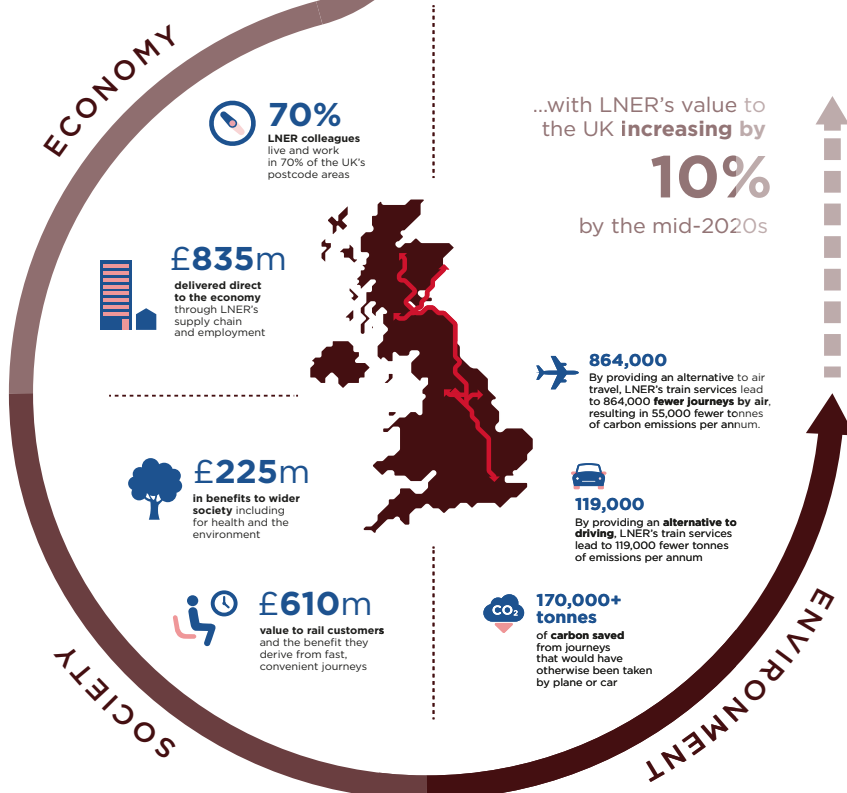
Pre-pandemic, rail users spent:

LNER services  
and investment are worth  
**£2bn**  
to the UK every year

EVERY **£1.00** invested in and spent on LNER's services  
DELIVERS **£2.83** of value across the country

“ An efficient and cost-effective rail network is key to the movement of goods and people as we endeavour to get the economy back on its feet. ”

Ryan Coles  
Global Travel Manager,  
Aviva, Norwich HQ  
UK Wide



# Railways as an economic catalyst

From introducing a new catering offer to enhanced cleaning onboard, LNER are welcoming back customers.

Steer, in an independent report commissioned by LNER, found that LNER services and investment are worth £2 billion to the UK every year.<sup>16</sup>

The report also revealed that the time saved, and productive time enjoyed by business customers on an LNER service, is worth £610 million.<sup>17</sup>

Fifty eight per cent of responding Travel Management Companies expect to see a modal shift in air to rail travel in 2022 compared with thirty three per cent last year.<sup>18</sup>

The shift is driven by a desire to foster close networks, lower emissions and an increase in awareness of our domestic economy. The move towards increasing face-to-face workings is believed to be driven first by manufacturing and pharmaceutical companies, many of whom continued travelling to some extent throughout the pandemic.

They are already being closely followed by fintech, finance and professional services as opportunities become greater and confidence builds.<sup>19</sup>

LNER has seen a strong leisure recovery, even exceeding pre-pandemic customer numbers during school holidays. However, business travel has been slower to return at around fifty per cent compared to pre-pandemic.

This has partly been due to the work from home message from both the UK and Scottish Government. Now, as restrictions ease LNER, and rail more generally, need to make sure it is ready to welcome business travellers back.

Safety is paramount, alongside accessibility, reliability, and sustainability. The railway service will go beyond what it was prior to the pandemic in its utility to business travellers. It will emerge as a stronger and a more vital part of our economy, daily lives and communities.

<sup>16</sup>The UK Economic, Social and Environmental Value delivered by LNER, October 2021

<sup>17</sup>The UK Economic, Social and Environmental Value delivered by LNER, October 2021

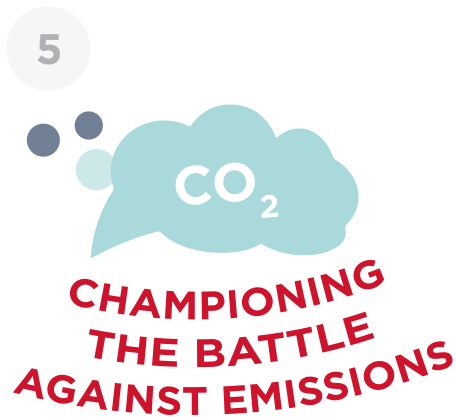
<sup>18</sup>ITM, Top Priorities Report 2022, December 2021

<sup>19</sup>McKinsey, Buy now, pay later: Five business models to compete, July 2021





# Sustainable focus



During Covid-19 we experienced a cleaner and less polluted environment. Societal awareness of the need to reduce CO<sub>2</sub> emissions has never been higher. Rail provides low emission travel for millions of people. Cars returning to our roads post Covid-19 pose a huge and harmful risk.

Greater concern for the planet grew during the pandemic, and it was clear that action needed to be taken at every level: Government, business and individual.

For some, it was a change in diet, others abandoned their car keys and took up cycling or other forms of active travel.

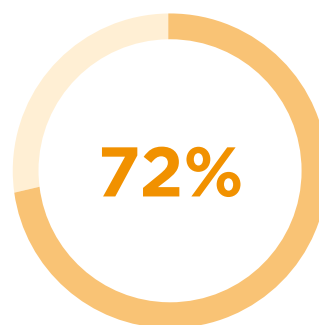
Prior to the current focus on petrol at forecourts and hold-ups on motorways, many more people are seeking ways to limit harmful emissions.

Businesses have to respond.

Employees are demanding clear sustainability goals from the companies they work for, and big corporates are facing taxing questions on their efforts to meet their commitments.



of UK adults now report that they are living more sustainably  
(YouGov, 2020)



of Gen Z are now more likely to buy from a company that contributes to **social causes**  
(Marketing Dive, 2020)

Employees are demanding clear sustainability goals from the companies they work for, and big corporates are facing taxing questions on their efforts to meet their commitments.

Encouragingly, over fifty five per cent of companies surveyed by ITM in September 2021 said that sustainability was their priority when considering long-distance rail journeys. Furthermore, over 55 per cent said they would recommend rail over air or car usage for these journeys.

“ We have recently converted parking spaces into a secure cycle storage for 42 bikes with showers, so our businesses can help staff cycle and link up with train routes. It’s had a real impact with large clients with targets and small companies, keen to show they care. ”

Tom Ball  
Founder DeskLodge, Bristol



# Sustainable focus

Rail is once again well placed to offer the sustainable transport option that businesses are looking for.

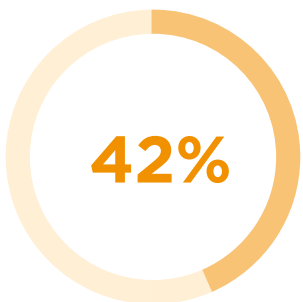
An LNER Azuma emits 4kg of carbon per passenger between Edinburgh and London, whereas a flight emits 132kg and a car will emit 114kg.



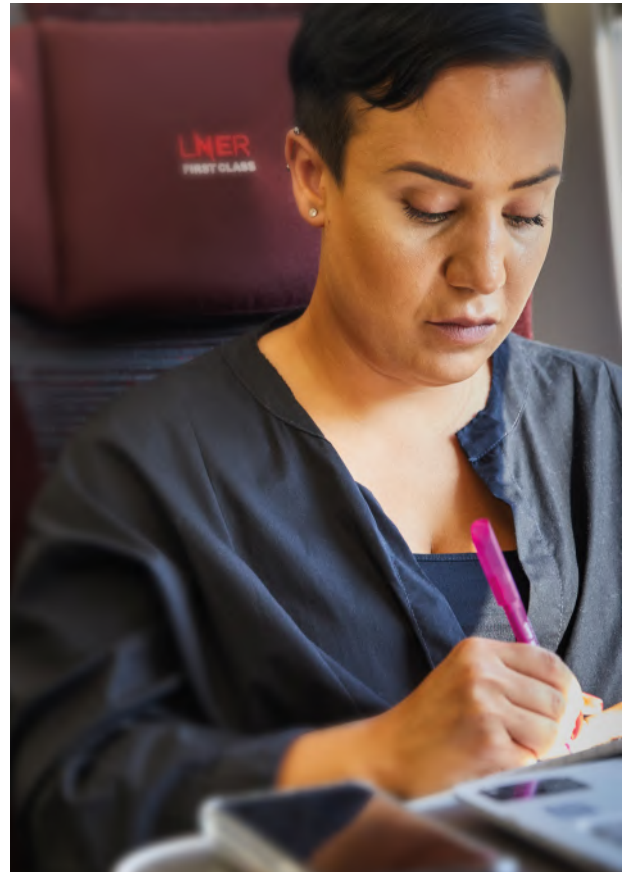
railways move more than **1.77 billion** people per year  
(Office of Rail and Road, 2019)



said they would be prepared to switch to rail to reduce their **environmental impact**  
(Trainline, 2021)



are concerned about an increase in **congestion** post-pandemic  
(Rail Delivery Group 2022)



“ Every journey on the train tackles congestion and makes the air in towns and cities across the country, cleaner. ”

Andy Bagnall  
Director General, Rail Delivery Group<sup>20</sup>

To put that into perspective, an Azuma is 97 per cent more efficient than a flight and 96 per cent more efficient than a car.

Recent research found that by choosing LNER customers made 864,000 fewer journeys by air, generating 55,000 fewer tonnes of carbon emissions, and by people not driving saved 119,000 tonnes of carbon emissions – leading to a reduction of over 170,000 tonnes of carbon emissions per annum combined.<sup>21</sup>

Rail is no doubt an essential part of the UK and Scottish Government's NetZero commitment and businesses' ability to deliver on their environmental ambitions.

“ This is a golden opportunity for rail to cement its position at the heart of business mobility planning in the UK. ”

UK Travel Buyer



# We're match ready at LNER

At LNER, we are 'match ready' to support economic growth and the return of business travellers to our trains and stations.

We know that our customer centric focus has helped leisure travel return. But with the new normal of working from home and meetings being held online, business travel has been slower to return and still is a major challenge for the industry.

However, research found within this white paper has demonstrated that for those important meetings where a point needs to be landed, or a deal needs to be made, the journey is always deemed worth it, it is after all the reason for travelling.

For some, it is the outcome of the meeting that is the only factor behind whether to travel or not. For those that travel by car or plane, the time of the journey is the primary factor and not the journey itself.

For those that choose rail, the results suggest that the journey is also a consideration when it comes to travel. Research found that those who choose rail do so because it is environmentally

friendly and they can work on the move. In short, they can make the most of their journey.

Our own research supports this. Productive time on board for business travellers is valued at £610 million, and an LNER Azuma between Edinburgh and Scotland is 97 per cent more efficient than a plane. Indeed, our 2021 performance has demonstrated that rail is ideally placed to revitalise the UK economy, help large and small businesses recover from the ravages of the pandemic and meet the needs of those traveling for work in the new hybrid era.

The findings in this white paper, more than two years on from the first lockdown, are significant for it is only in recent months that business travel has once again become a serious proposition for everyone. And that is why LNER believe it is so important to welcome business travellers back and make the case for business travel by rail.

Our research tells us businesses will travel for the important meetings, and it is our responsibility at LNER to make businesses aware that by travelling by rail, their journey, can be as equally as worthwhile as the reason for travelling.

## KEY TAKEAWAYS



Long distance business travel will change and adapt, but the impact will not be as great as shorter distance commuter journeys. If anything, the importance of face-to-face post-pandemic has only become more evident.

Those that choose rail, working on the move is a primary for that modal choice, we need to make sure that everyone sees the value of the journey and not just the reason for it.



Insight from travel buyers tells us that there will be an increasing focus on sustainability in their programmes and that rail and modal shift from car and air, plays a significant role in this. Our commitment to maintaining the frequency on key Anglo-Scot routes whilst seeking to strengthen our timetable further in 2023 will support this ever-growing need.



Rail is uniquely placed to enable the future of business travel, helping people make the most of their time, offering productive environments in a world where the 'place of work' has shifted to incorporate almost any space.

With these in mind, we are launching four new pledges which will place the needs of the business traveller at the heart of our rail network.

Together they will help ensure we all recognise the changing needs of society, particularly those of our hybrid workers, enhancing the ability for customers to work on the move while we boost our economy and reduce the UK's emissions.

# LNER's business travel pledges

## LNER'S WORKING BEYOND COVID-19 PLEDGES



### A 'Business on the Move' Customer Experience

We will be champions of business travel mobility. We will shape our customer experience to keep our most frequent travellers at heart, delivering products and services that meet their evolving needs and leading the way on fares reform and reducing travel friction. We will not compromise on traveller wellbeing; enabling customers to work anywhere and anyhow, in any combination.



### Bringing business back

We will fuel business travel hyperstimulation with the right tools, products and offers. We will empower businesses and travel partners to myth bust, to educate and to champion rail, working together to bring three quarters of pre-Covid business travel demand back by the end of 2022.



### Partnership

Working with our stakeholder groups, we will undertake a major traveller conversation, via on-the-move 'Consultation groups', to understand new 'days of the week' and 'times of the day' travel windows, new flexibility needs and multi-modal requirements. We will leverage our relationship with the Business Travel Association to continuously improve our interaction with the business travel supply chain.



## **Sustainable Champions**

We will be sustainability champions beyond just the rail sector, sharing best practice along the way and challenging ourselves by:

- **Using less energy more efficiently**
- **Changing our sources of energy**
- **Reducing our levels of waste**
- **Targeting zero increases in our water consumption**
- **Becoming net zero carbon by 2045**
- **Work with our partners to phase out all paper tickets**

## **LNER'S ASKS OF FELLOW BUSINESSES**

### **Champion Rail**

It is the most environmentally and economically sustainable way for people to move between towns and cities, at speed. Bringing business travellers back to rail requires us to work in partnership. We need you to help us ensure rail is well understood and front of mind.

### **See the journey as a benefit not a cost**

Rail is fast, productive and affordable and provides a great way for hybrid and other workers to make the most of their journey, while tackling climate change. To recognise that travelling by rail is not time wasted but time well spent.

### **Tell us what you need?**

LNER and the railway is innovative and flexible. If you aren't embracing rail for business travel, tell us how we can make your time onboard as productive and worthwhile as possible. – for the sake of each others' businesses, our communities and the climate.





# Contact

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